

Message Text

UNCLASSIFIED

PAGE 01 GABORO 02525 11114Z
ACTION AF-10

INFO OCT-01 ISO-00 /011 W
-----042962 121431Z /45

R 111019Z AUG 78
FM AMEMBASSY GABORONE
TO SECSTATE WASHDC 2911
USICA WASHDC
INFO AMEMBASSY MAPUTO
AMEMBASSY MASERU
AMEMBASSY MBABANE

UNCLAS GABORONE 2525

E.O. 11652: N/A
TAGS:SCUL EAGR BC
SUBJECT: ABUNDANT EARTH EXHIBIT

1. WE CONTINUE TO HEAR ECHOES OF THE FAVORABLE IMPRESSION CREATED BY THE US "ABUNDANT EARTH" EXHIBIT WHICH WAS THE PRINCIPAL ATTRACTION AT THE US PAVILION AT THE GABORONE TRADE FAIR JULY 27-29. BECAUSE WE UNDERSTAND THIS WAS THE FIRST TIME THE EXHIBIT HAD BEEN ASSEMBLED AND SHOWN TO A FOREIGN AUDIENCE, THESE REACTIONS MAY BE OF MORE GENERAL INTEREST.

2. THE MOST NOTABLE ASPECT OF THE EXHIBIT WAS THE ABILITY OF PEOPLE WHO SAW IT TO IDENTIFY WITH THE LEVEL OF TECHNOLOGY REPRESENTED. BECAUSE IT WAS COMPREHENSIBLE, PEOPLE COULD ASSOCIATE WITH IT AS POTENTIALLY HELPFUL IN THEIR DAILY SEARCH TO FULFILL THEIR PRESSING NEEDS: NAMELY, WATER, ENERGY AND FOOD--A SEARCH THAT IS THE PRINCIPAL PREOCCUPATION OF SOME 80 PERCENT OF THE PEOPLE OF BOTSWANA WHO LIVE ON THE EDGE OF SUBSISTENCE. THE THREE SIMPLE OPERATING EXHIBITS--A HAND WATER
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 GABORO 02525 11114Z

PUMP, A SOLAR HEATER AND A FOOT-/HAND-OPERATED THRESHER--HELD OUT THE PROMISE OF HELPING TO MEET THOSE NEEDS.

3. AS FURTHER INDICATION OF THE APPROPRIATENESS OF THE TECHNOLOGY, ONE CAN CITE THE TESTIMONY OF EMBASSY OFFICERS WHO MANNED THE EXHIBIT AND WHO

REPORT THAT THEY COULD HAVE SOLD THE IMPLEMENTS 100 TIMES OVER. INDEED, MANY VISITORS EXPRESSED DISAPPOINTMENT AT THEIR INABILITY TO PURCHASE THE ITEMS. A NUMBER OF COPIES OF THE PLANS WERE DISTRIBUTED AND ARRANGEMENTS ARE BEING MADE TO OBTAIN MORE COPIES. IN THIS CONNECTION, I SPOKE TO THE MINISTER OF COMMERCE, MR. NWAKO, WHO STRONGLY URGED THAT WE FOLLOW UP WITH MEMBERS OF HIS STAFF IN AN EFFORT TO INTEREST LOCAL ENTREPRENEURS TO PRODUCE AND SELL THESE ITEMS. WE ARE FOLLOWING UP ON THIS OPENING.

4. IN SUMMARY, THE "ABUNDANT EARTH" EXHIBIT REACHED PEOPLE HERE IN A UNIQUELY PERSONAL WAY. WITH CONTINUED ASSISTANCE, WE EXPECT TO GENERATE PRACTICAL BENEFITS FOR THE AVERAGE FARMER IN THE COUNTRY BY MAKING AVAILABLE FOR SALE THE SIMPLE IMPLEMENTS THAT DOMINATED THE DISPLAY.

5. EMBASSY ALSO WISHES TO NOTE THAT MUCH OF THE SUCCESS OF "ABUNDANT EARTH" WAS DUE TO THE PERSONAL CONTRIBUTION OF EXHIBIT DIRECTOR ETHEL FREID WHOSE ENERGY, ENTHUSIASM AND SOPHISTICATED SHOWMANSHIP WERE INDISPENSABLE.

NORLAND
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 GABORO 02525 111114Z

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: EXHIBITS
Control Number: n/a
Copy: SINGLE
Draft Date: 11 aug 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978GABORO02525
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780330-0508
Format: TEL
From: GABORONE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780875/aaaackor.tel
Line Count: 94
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: b3ddf264-c288-dd11-92da-001cc4696bcc
Office: ACTION AF
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1771632
Secure: OPEN
Status: NATIVE
Subject: ABUNDANT EARTH EXHIBIT
TAGS: SCUL, EAGR, BC
To: STATE ICA
Type: TE
vdkgvkey: odb://SAS/SAS.dbo.SAS_Docs/b3ddf264-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014